



## REPORT FOR ACTION

# Minor Amendment to City of Toronto Street Naming Policy

**Date:** September 5, 2017  
**To:** Public Works and Infrastructure Committee  
**From:** Chief Engineer and Executive Director, Engineering and Construction Services  
**Wards:** All

## SUMMARY

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The purpose of this report is to seek authority to amend the City of Toronto Street Naming Policy by removing a single word: "development".

Increasingly, the City is being presented with Street Naming applications that recognize the name of the development located on the street. Currently, the Street Naming Policy prohibits any name that could result in, or be perceived to result in, a competitive advantage, benefit, preferential treatment or advertisement to a development, product, service or particular business. While naming the street after the development company could be perceived as conferring competitive advantage, benefit, preferential treatment or advertisement to the developer, naming the street after the actual development would not. By removing the word "development", the Street Naming Policy will allow the naming of streets after developments.

## RECOMMENDATIONS

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The Chief Engineer and Executive Director, Engineering and Construction Services, recommends that:

1. City Council amend the City of Toronto Street Naming Policy by deleting the word "development" from section 3.8.1 of the Policy, so that it reads as follows:

"3.8 Street names, including ceremonial names, shall not:

3.8.1 Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a product, service or a particular business;"

## **FINANCIAL IMPACT**

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There are no financial implications resulting from the adoption of this report.

## **DECISION HISTORY**

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At its meeting of July 7, 8 and 9, 2015, City Council adopted the Street Naming Policy and the Property Naming Policy. The Council decision document can be found at: <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.EX7.8>.

## **COMMENTS**

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The current City of Toronto Street Naming Policy contains the following section:

"3.8 Street names, including ceremonial names, shall not:  
3.8.1 Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a development, product, service or a particular business;"

Section 3.8.1 was included in the Street Naming Policy to discourage the naming of streets after particular businesses, products or services because to do so would give or would be perceived to give an unfair advantage to the business, product or service.

Increasingly, the City receives street naming proposals that recognize the name of a development located on the street. The current Street Naming Policy does not allow streets to be named after developments, even though doing so would not confer an unfair advantage to a business, product or service.

By removing the word "development", the Street Naming Policy will allow the naming of streets after developments. Application of the Street Naming Policy by staff will continue to result in the refusal of proposed street names that would give or would be perceived to give an unfair advantage to businesses, products or services. In the case of proposed names that are the same as the name of a development, application of the updated Policy will allow the proposed name so long as the development name (proposed street name) is not the same as and does not include or reference the name of a development company / developer.

Updating the Street Naming Policy to remove the word "development" from section 3.8.1 will contribute to the continued effective and efficient operation of the Policy.  
Policy

## **CONTACT**

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## **SIGNATURE**

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